



# Bloomington South Loop District

Pedestrian Wayfinding System Programming and Design

Presented by Signia Design  
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# Sign Elements

## Function Features Style

### Function:

Signs function by posting relevant information at a specific area.

Different Sign Types serve different purposes.



Kiosk and Constrained Kiosk Signs

(all encompassing range of information for a particular location)



Primary Directional Sign

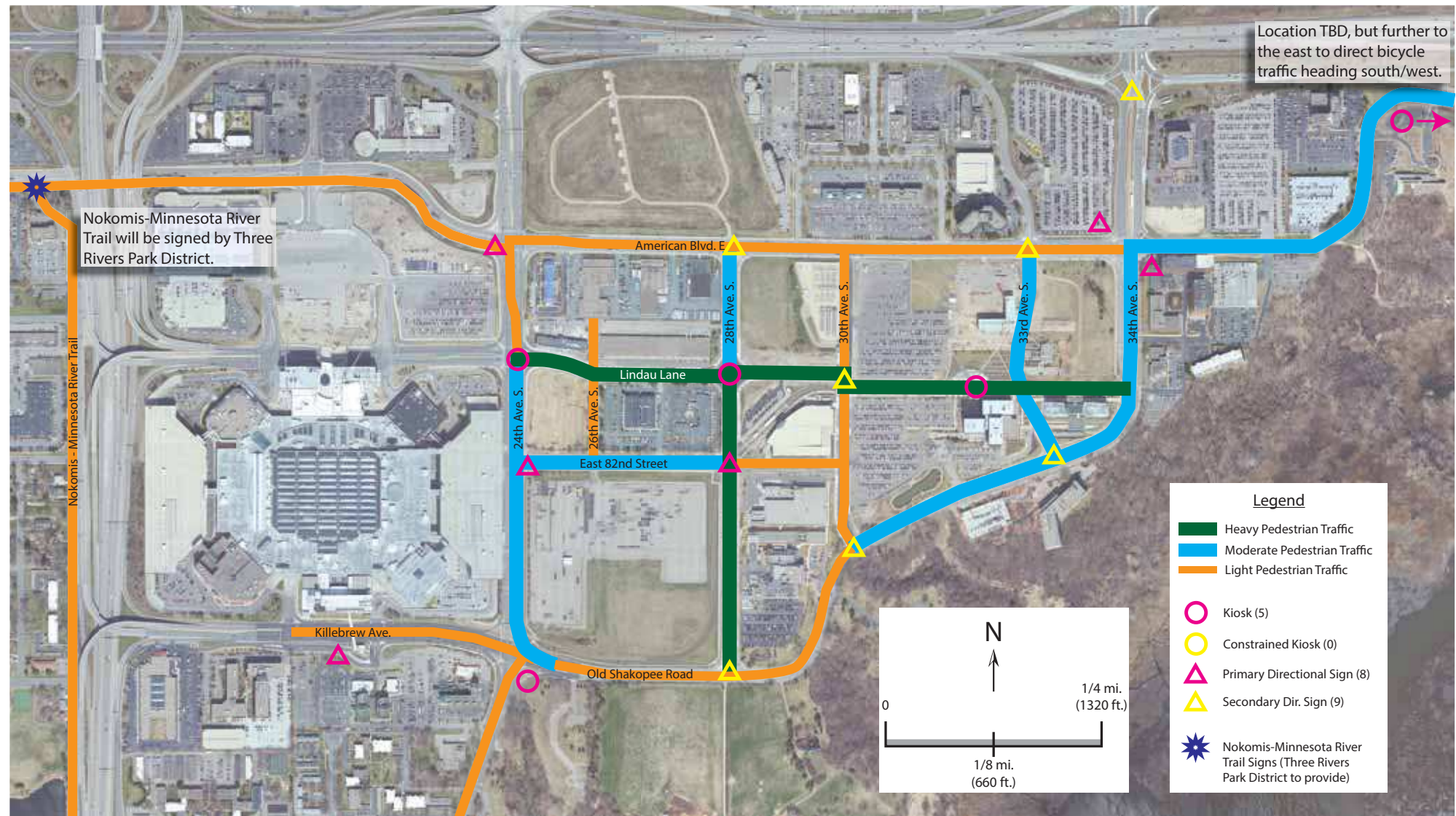
(larger distances - more items)



Secondary Directional Sign

(shorter distances - fewer items)

# Bloomington South Loop (North) Sign Deployment





# Bloomington South Loop (South) Sign Deployment



# Sign Types - Concept 1

## Concept 1

Based on Normandale Lake District design form and materials.

Color would reflect South Loop District's branding standards.

Signs would be scaled appropriately to the South Loop District.

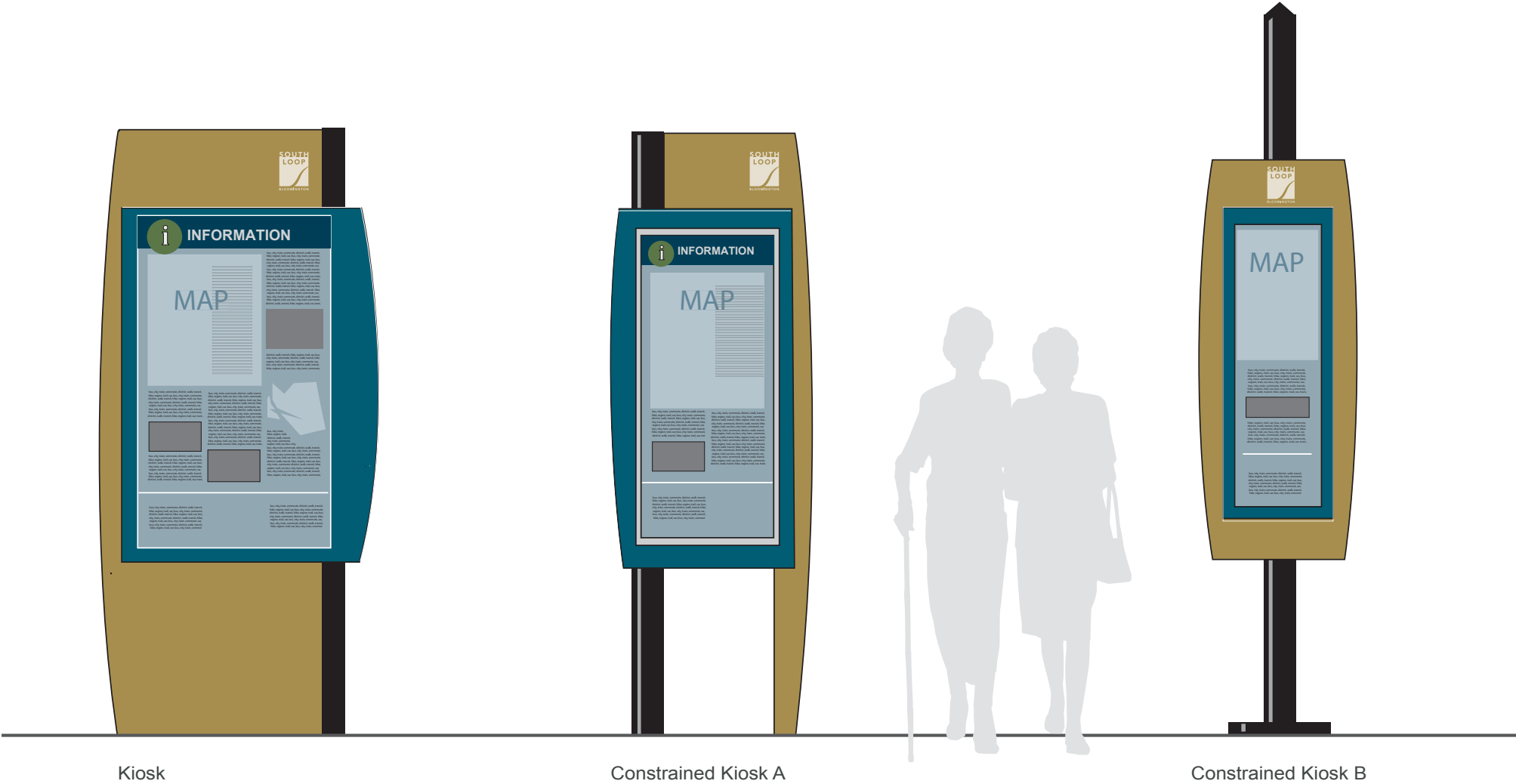


Normandale Lake District Kiosk

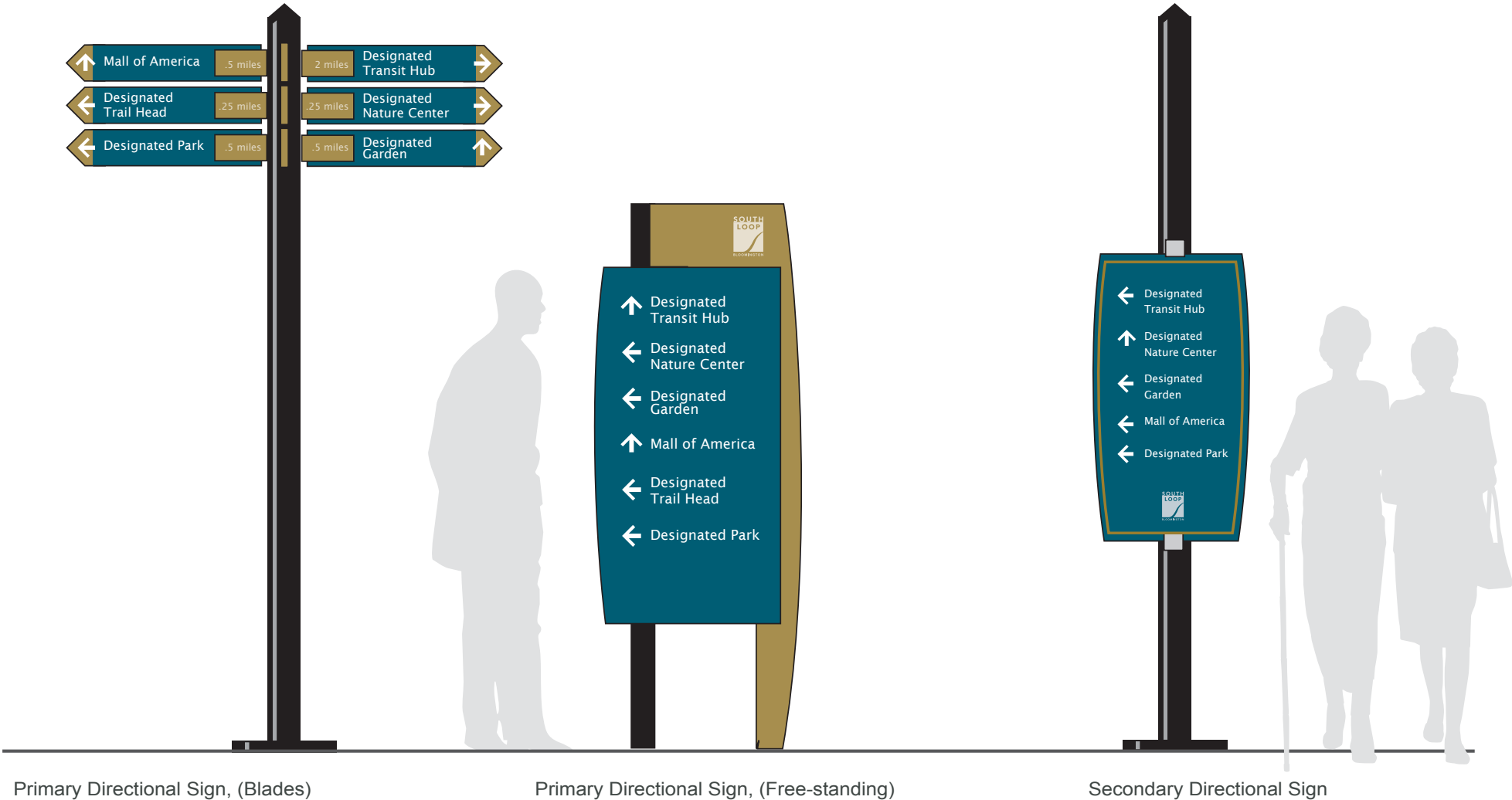


Normandale Lake District Constrained Kiosk

# Sign Types - Concept 1



# Sign Types - Concept 1





# Sign Types - Concept 2

## Concept 2

Based on modern design aesthetics: clean lines, form, materials, and colors.

Will not distract from other design elements (e.g. public art).

Easily scaled to surroundings.



Kiosk Example - Urban Sidewalk



Kiosk Example - Parkway



Concept 2 Kiosk



# Sign Types - Concept 2

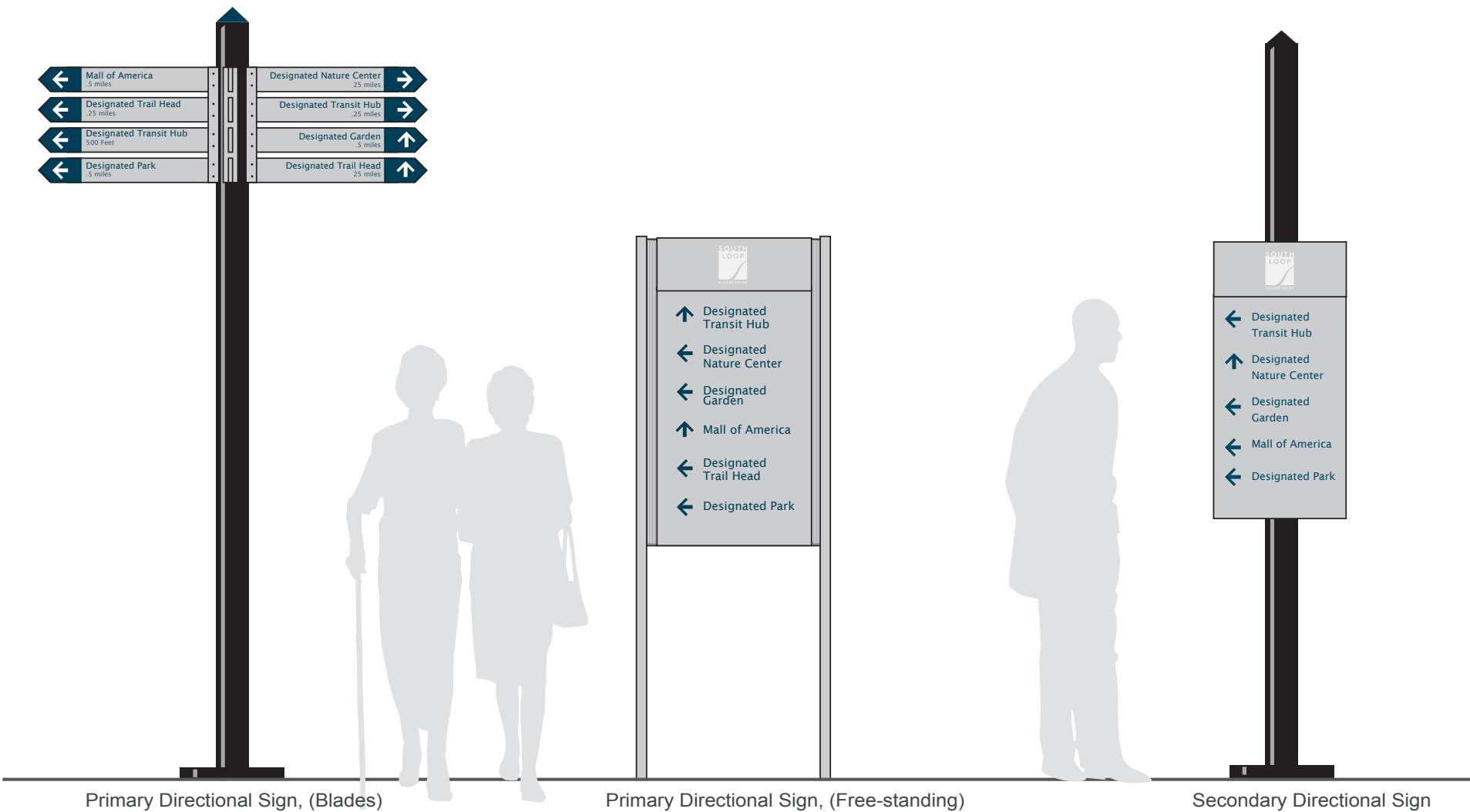


Kiosk

Constrained Kiosk A

Constrained Kiosk B

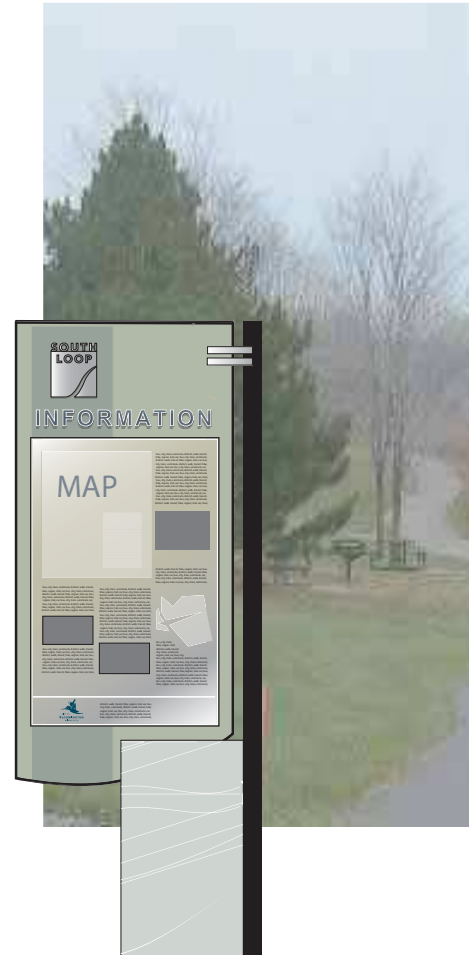
# Sign Types - Concept 2



# Sign Types - Concept 3

## Concept 3

based on modern design aesthetics  
clean lines, variety of forms, mixed use of materials,  
color, scale and patterns.



Concept 3 Kiosk

# Sign Types - Concept 3



Kiosk

Constrained Kiosk A

Constrained Kiosk B



# Sign Types - Concept 3

